

## ABSTRACT OF THE DISCLOSURE

Techniques are disclosed for allowing a specialized proxy server called a “porthole engine” to deliver unrequested content to users browsing the Internet. In one embodiment, a user requests a web page. In response, the user receives the requested web page accompanied  
5 by unrequested information that an organization wishes the user to see. The requested web page and the unrequested information are displayed on the user’s display, either within the browser of the user, or as part of a separate window. In one embodiment, the requested web page and the unrequested information are displayed in frames. In an alternative embodiment, the unrequested information is implemented according the capabilities of the particular  
10 browser software, customized to the browsing consumer, targeted to explicit and inferred characteristics of the consumer, and branded to the organization providing access.